

City of New Bern
Martin Marietta Park
Survey of Recreational Needs
Summary
Survey
Survey Results

Recreational Needs Survey Results

City of New Bern

The survey promoted to the public starting on January 22, 2018. The survey closed on March 2, 2018. The survey was conducted through Survey Monkey.

The Recreation Needs Survey were promoted in the following way: City of New Bern web page, the Parks and Recreation web page, the City Facebook page and the Parks and Recreation Facebook page; Information was sent to all neighborhood associations, Information was also distributed through the Chamber of Commerce. The local newspaper, local radio, and area television stations promoted the survey.

844 participants returned the survey, which represented **1,556** community members. Survey demographics: 53.47% female and 46.53% male completed the survey; 60% of the respondents lived within the City limits of New Bern; the survey showed a balanced spread of age ranges represented in the survey among respondents. *This indicates that the park will serve people of all ages.*

Age Breakdown:

14 – Younger	318
15 – 19	138
20 – 35	238
36 – 45	222
46 – 60	305
61 & Older	335

The ethnicity breakdown follows:

Caucasian	86.49%
African American	5.92%
Other	4.86%
Hispanic/Latino	1.18%
Native American	.83%
Asian	.71%

This shows that those who responded did represent a cross section of the population of the City of New Bern.

The large response rate we received from the surveys, followed by the participation in the public meetings provided the information we needed to design Martin Marietta Park in such a way that the public had full input in the amenities that are planned for Martin Marietta Park for the future.

Help Improve Recreation in New Bern!

Community Survey

Please visit the link or use the QR code below:

https://www.surveymonkey.com/r/martin_marietta_par

This effort will help inform the City of New Bern's planning efforts for a proposed park at the former Martin Marietta Quarry. Thanks for your participation.





Family, fitness and fun come together here.

New Bern - Community Park Survey

The City of New Bern Parks & Recreation Department is conducting a survey to determine the interest and needs in amenities and facilities offered by the department. The information collected will also be used to help guide the design and development of the future Martin Marietta Park. Martin Marietta park will support a number of different activities including non-motorized boat, kayak, canoe, and paddle board access to the park's lakes. This survey should only take a few minutes to complete. Your input would be greatly appreciated as we plan for the future of Parks and Recreation in New Bern.

1. Do you reside in the city limits of New Bern?

Yes

No

2. If you do reside in the city limits, what Ward do you live in?

Ward 1 - Sabrina Bengel

Ward 2 - Jameesha Harris

Ward 3 - Robert Aster

Ward 4 - Johnnie Kinsey

Ward 5 - Barbara Best

Ward 6 - Jeffery Odham

3. What is your zip code:

4. Your Gender?

- Male
- Female

5. Please specify your ethnicity

- African American
- Asian
- Caucasian
- Hispanic/Latino
- Native American
- Other:

6. Select the number of persons in your household, including yourself, who are in the age brackets below:

	1	2	3	4	5	6
14 and under	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15-19 years old	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
20-35 years old	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
36-45 years old	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
46-60 years old	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
61 and over	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

7. What is the highest level of education you have completed or the highest degree you have received?

- Less than High School degree
- High School degree or equivalent (e.g., GED)
- Some college but no degree
- Associate degree
- Bachelor degree
- Graduate degree
- Professional degree
- Doctorate degree

8. Within the last year, how many times have you visited one of New Bern's Parks?

9. Which park do you visit the most?

10. If one of our facilities offered rentals such as canoe, kayak, and/or paddle board rentals, would you use this service?

- Yes
- No
- Other (please specify)

11. What is the greatest barrier to your regular use of New Bern's Parks and recreation facilities?

- Not enough time
- Distance (Too far)
- Expense (Too costly)
- Facility or program not offered
- Physical health limitations
- Lack of transportation to and from a facility

Other, please describe.

12. The following is a list of recreation activities that you could engage in at a park or recreation facility. Please select all activities you are interested in and rank them by importance.

	Most Important				Least Important	
Walking /Running Trails	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Soccer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Skate Park	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bicycle Trails	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Splash Pad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Most Important					Least Important
Court Games (Bocce, Shuffleboard, Cornhole, Horseshoe Pits)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Canoeing, kayaking, paddle boarding	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Baseball	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Outdoor Swimming	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Indoor Swimming	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Assembly Space	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Camping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Basketball	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fishing Pier	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Observation Deck	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dog Park	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Outdoor Performance Area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Multi-Sports Complex	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Disc Golf	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Indoor Fitness Facility	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Indoor Gymnasium	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Outdoor Track	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Open Space/Natural Areas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Football	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tennis	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pickleball	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sand Volleyball	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hiking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Environmental Education	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Indoor Walking Track	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Horse Trails	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Teen Center	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Most Important				Least Important
Outdoor Fitness Stations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Picnic shelter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Adventure Course (ropes, rock wall, zip line)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Playground	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

13. Do you support or oppose expanding recreational opportunities in New Bern?

- Support
- Oppose

14. What, if any, sources of funding are you willing to support in order to develop the proposed Martin Marietta Park? Check all that apply.

- Taxes
- Project Specific Bond Referendums
- Grants
- Fee-in-lieu of Contribution
- Partnerships
- Contributions
- Local Gifts (Donations)
- User/Registration Fees
- Special/General Purpose Foundations

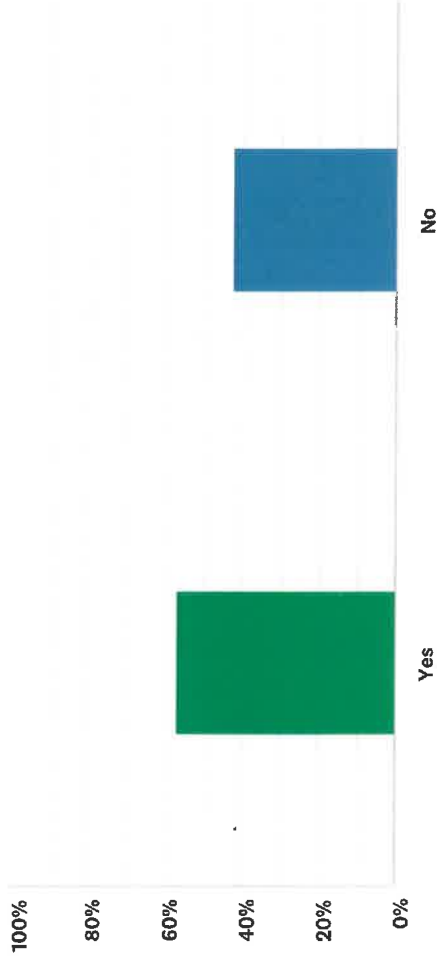
15. Would you be willing to pay a nominal fee to attend an event or use a special facility?

- Yes
- No

16. Additional Comments:

Q1 Do you reside in the city limits of New Bern?

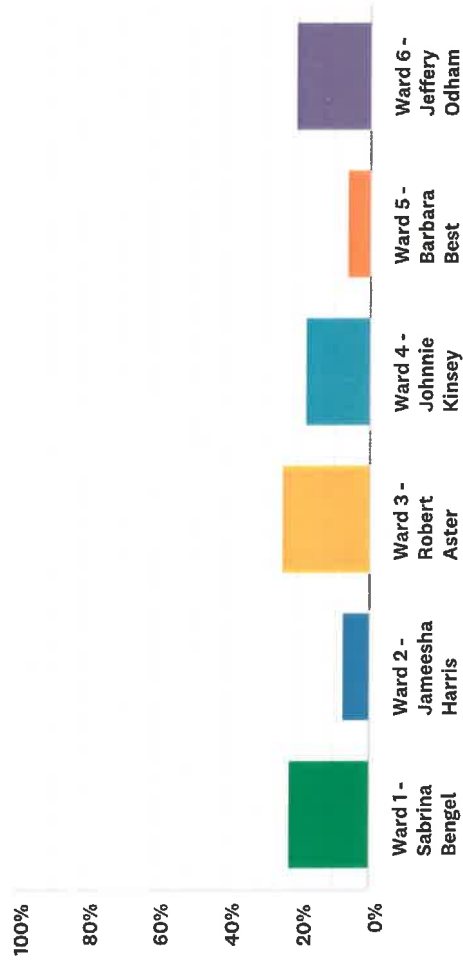
Answered: 853 Skipped: 6



ANSWER CHOICES	RESPONSES
Yes	489
No	364
TOTAL	853

Q2 If you do reside in the city limits, what Ward do you live in?

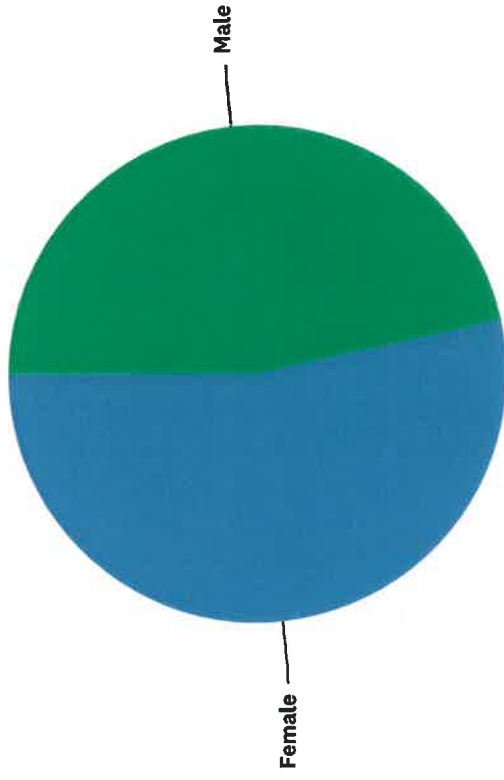
Answered: 414 Skipped: 445



ANSWER CHOICES	RESPONSES
Ward 1 - Sabrina Bengel	93
Ward 2 - Jameesha Harris	31
Ward 3 - Robert Aster	101
Ward 4 - Johnnie Kinsey	75
Ward 5 - Barbara Best	27
Ward 6 - Jeffery Odham	87
TOTAL	414

Q4 Your Gender?

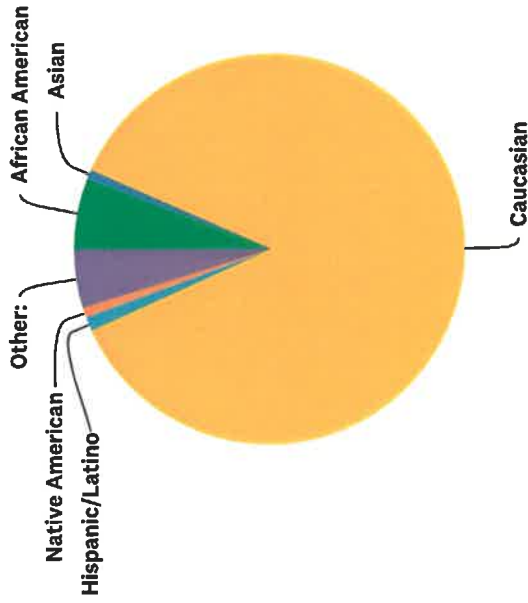
Answered: 849 Skipped: 10



ANSWER CHOICES	RESPONSES
Male	46.53% 395
Female	53.47% 454
TOTAL	849

Q5 Please specify your ethnicity

Answered: 844 Skipped: 15

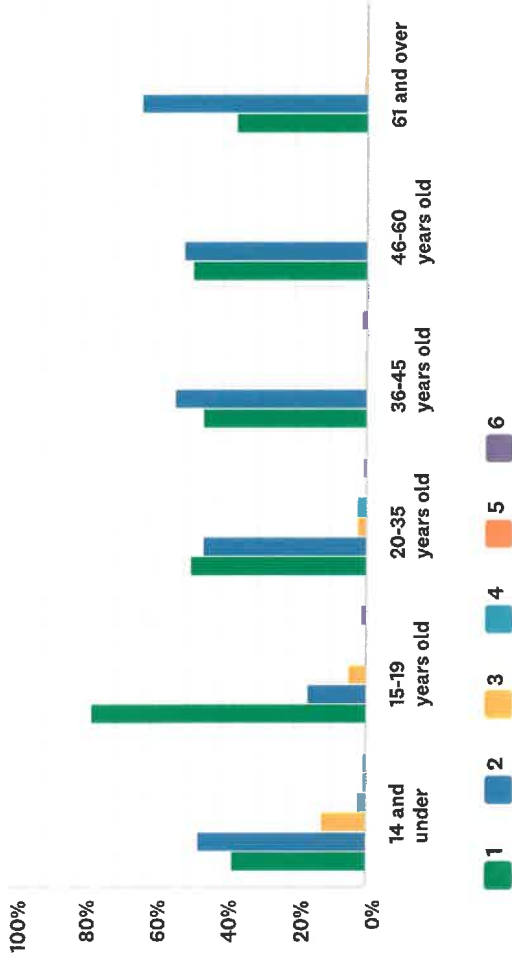


ANSWER CHOICES	RESPONSES
African American	50
Asian	6
Caucasian	730
Hispanic/Latino	10
Native American	7
Other:	41
TOTAL	844

#	OTHER:	DATE
1	Mixed race	3/4/2018 10:15 AM
2	bi racial	2/26/2018 11:24 AM

Q6 Select the number of persons in your household, including yourself, who are in the age brackets below:

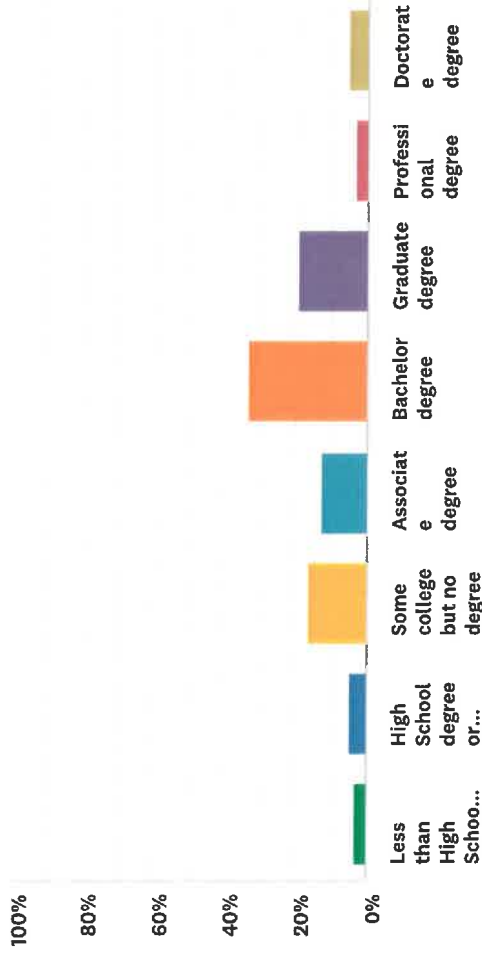
Answered: 853 Skipped: 6



	1	2	3	4	5	6	TOTAL RESPONDENTS
14 and under	37.74%	120	46.86%	12.26%	2.52%	0.94%	318
15-19 years old	76.81%	106	16.67%	5.07%	0.00%	1.45%	138
20-35 years old	49.16%	117	45.38%	2.52%	2.52%	0.84%	238
36-45 years old	45.50%	101	53.60%	0.45%	0.45%	1.35%	222
46-60 years old	48.52%	148	51.15%	0.66%	0.00%	0.66%	305
61 and over	36.42%	122	62.99%	0.90%	0.30%	0.60%	335

Q7 What is the highest level of education you have completed or the highest degree you have received?

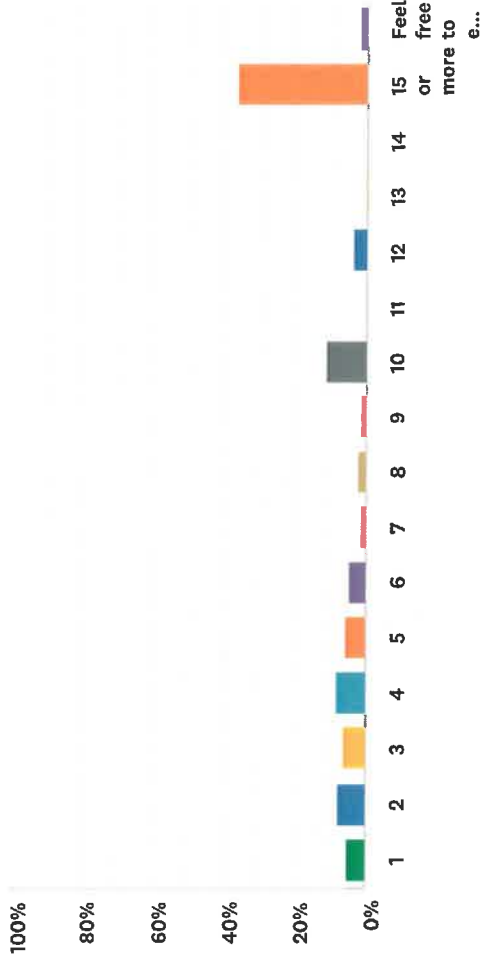
Answered: 841 Skipped: 18



ANSWER CHOICES	RESPONSES
Less than High School degree	31 3.69%
High School degree or equivalent (e.g., GED)	41 4.88%
Some college but no degree	138 16.41%
Associate degree	109 12.96%
Bachelor degree	280 33.29%
Graduate degree	166 19.74%
Professional degree	29 3.45%
Doctorate degree	47 5.59%
TOTAL	841

Q8 Within the last year, how many times have you visited one of New Bern's Parks?

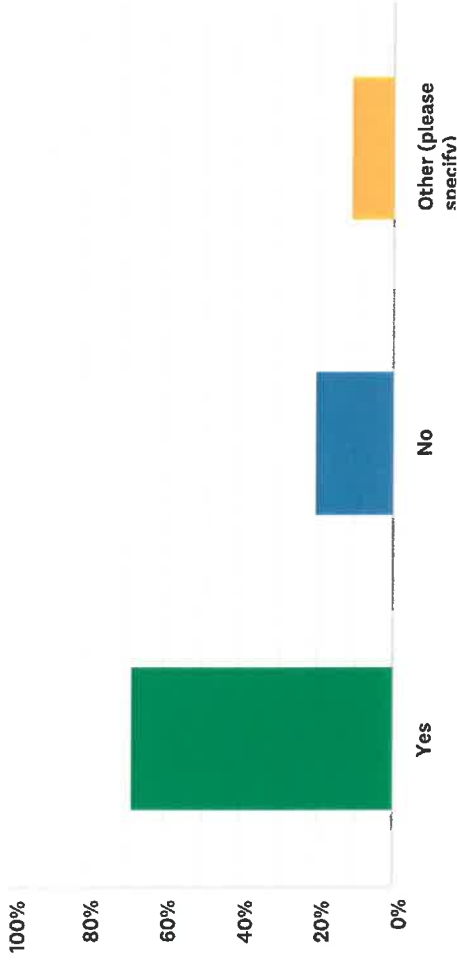
Answered: 812 Skipped: 47



ANSWER CHOICES	RESPONSES
1	46 5.67%
2	64 7.88%
3	52 6.40%
4	68 8.37%
5	50 6.16%
6	41 5.05%
7	13 1.60%
8	20 2.46%
9	11 1.35%
10	95 11.70%
11	2 0.25%

Q10 If one of our facilities offered rentals such as canoe, kayak, and/or paddle board rentals, would you use this service?

Answered: 844 Skipped: 15

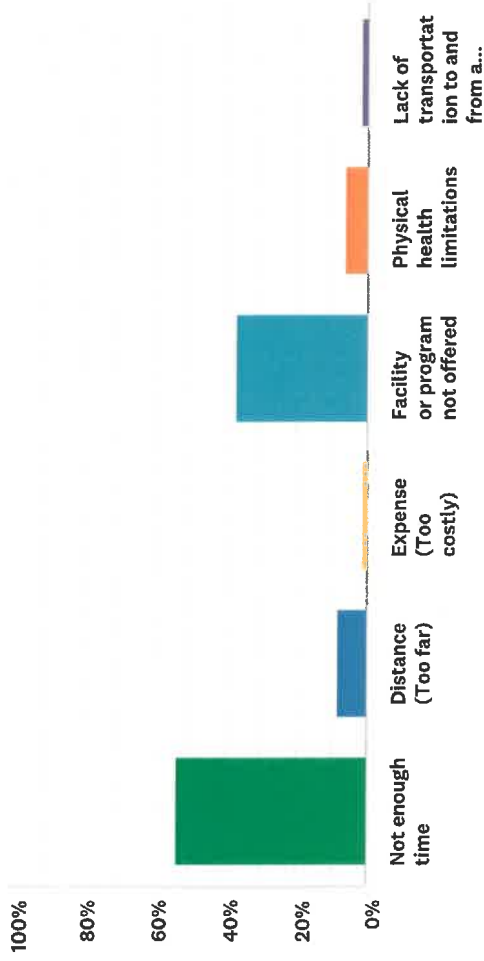


ANSWER CHOICES		RESPONSES
Yes		578
No		171
Other (please specify)		95
TOTAL		844

#	OTHER (PLEASE SPECIFY)	DATE
1	Maybe, would depend on cost	2/19/2018 5:49 PM
2	No, can we not bring our own?	2/15/2018 9:22 AM
3	Definitely canoe kayaking	2/10/2018 10:10 AM
4	Because of health issues BUT I think these services should be offered!	2/5/2018 10:33 PM
5	possibly	2/5/2018 6:13 AM
6	Dog park	2/3/2018 2:08 PM
7	I'm too old and disabled but my 29 yr old son would rent them.	2/2/2018 6:03 PM

Q11 What is the greatest barrier to your regular use of New Bern's Parks and recreation facilities?

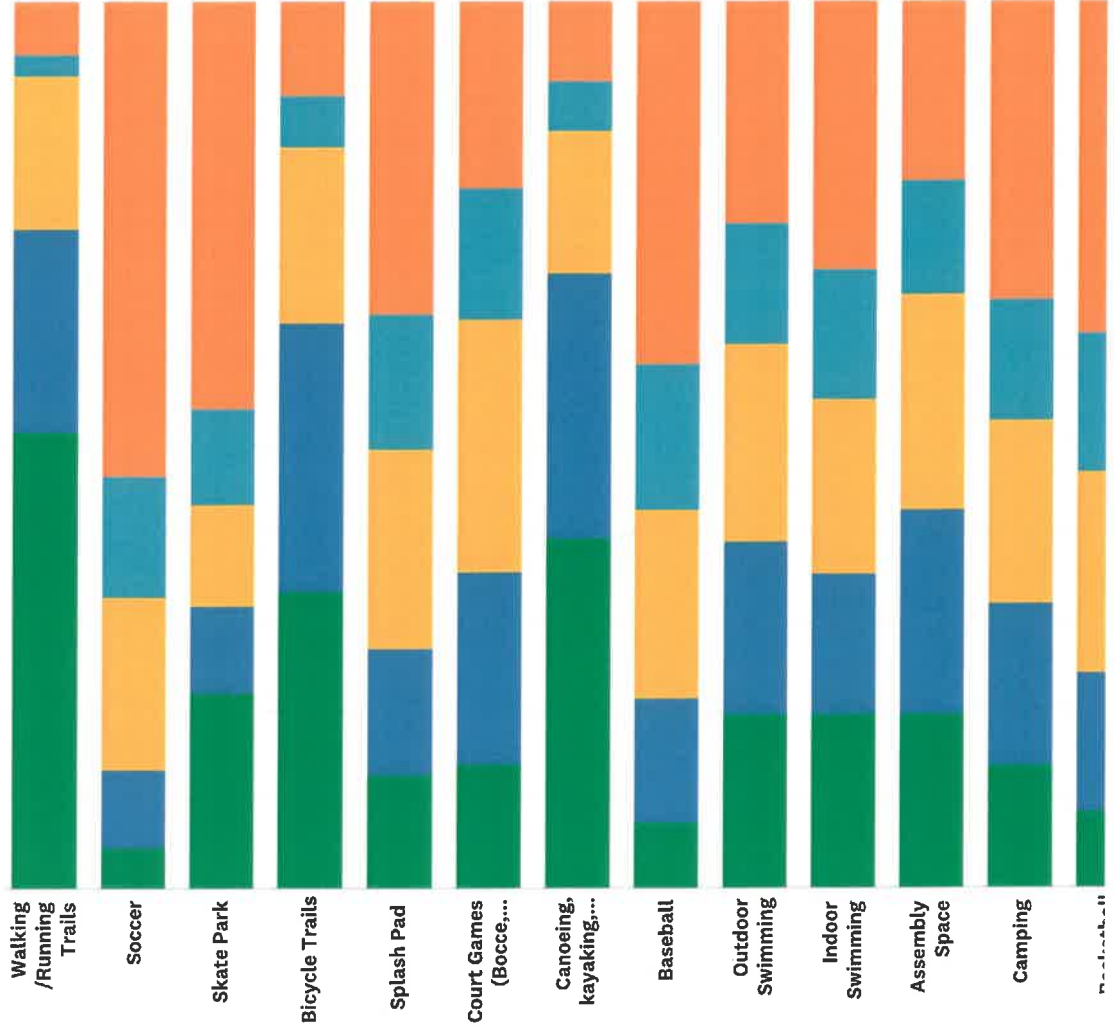
Answered: 667 Skipped: 192



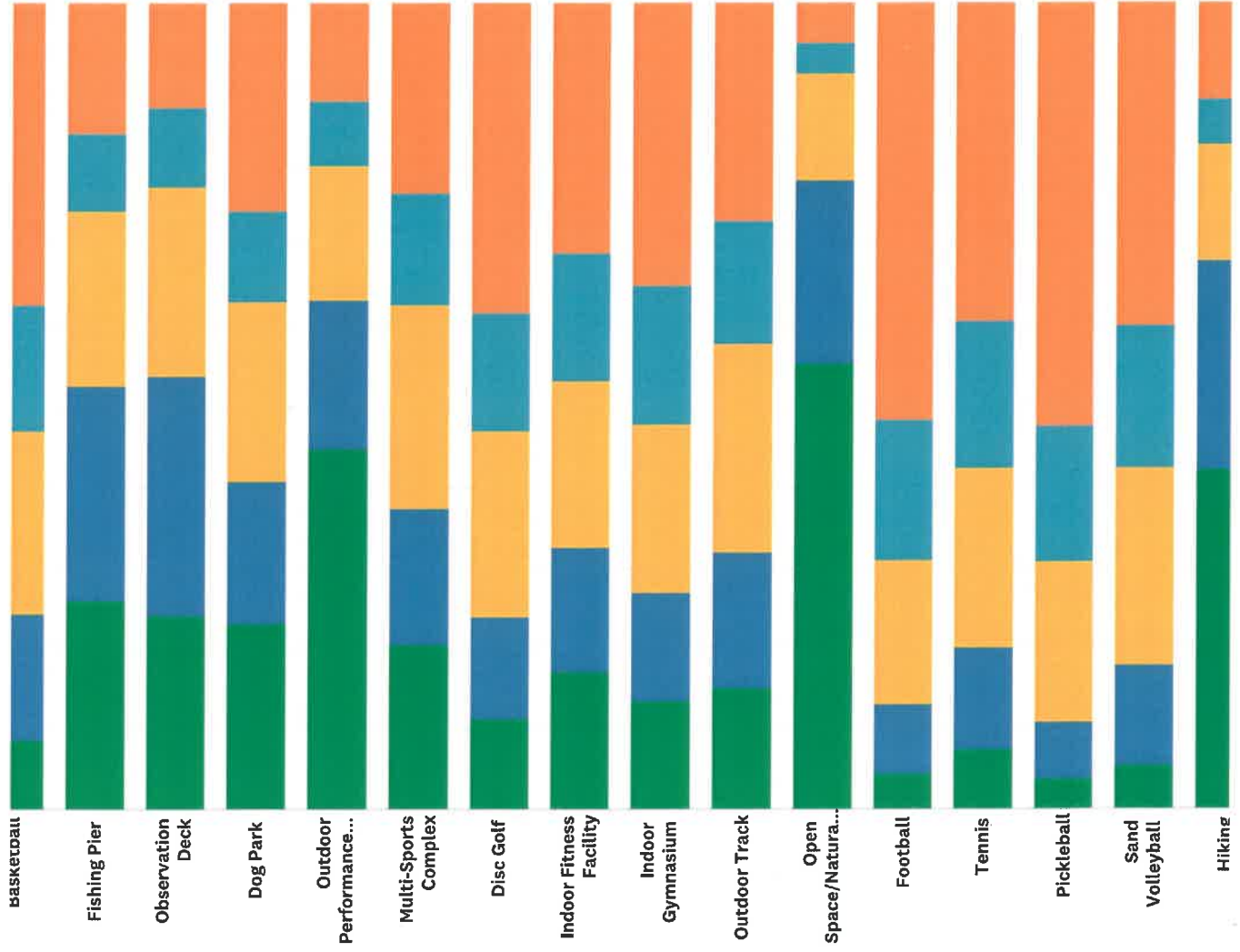
ANSWER CHOICES	RESPONSES	
Not enough time	53.37% 356	
Distance (Too far)	8.55% 57	
Expense (Too costly)	1.50% 10	
Facility or program not offered	37.18% 248	
Physical health limitations	6.60% 44	
Lack of transportation to and from a facility	1.80% 12	
Total Respondents: 667		
#	OTHER, PLEASE DESCRIBE	DATE
1	none of the above	2/16/2018 11:13 AM
2	Location/Surrounding Areas	2/15/2018 8:12 AM

Q12 The following is a list of recreation activities that you could engage in at a park or recreation facility. Please select all activities you are interested in and rank them by importance.

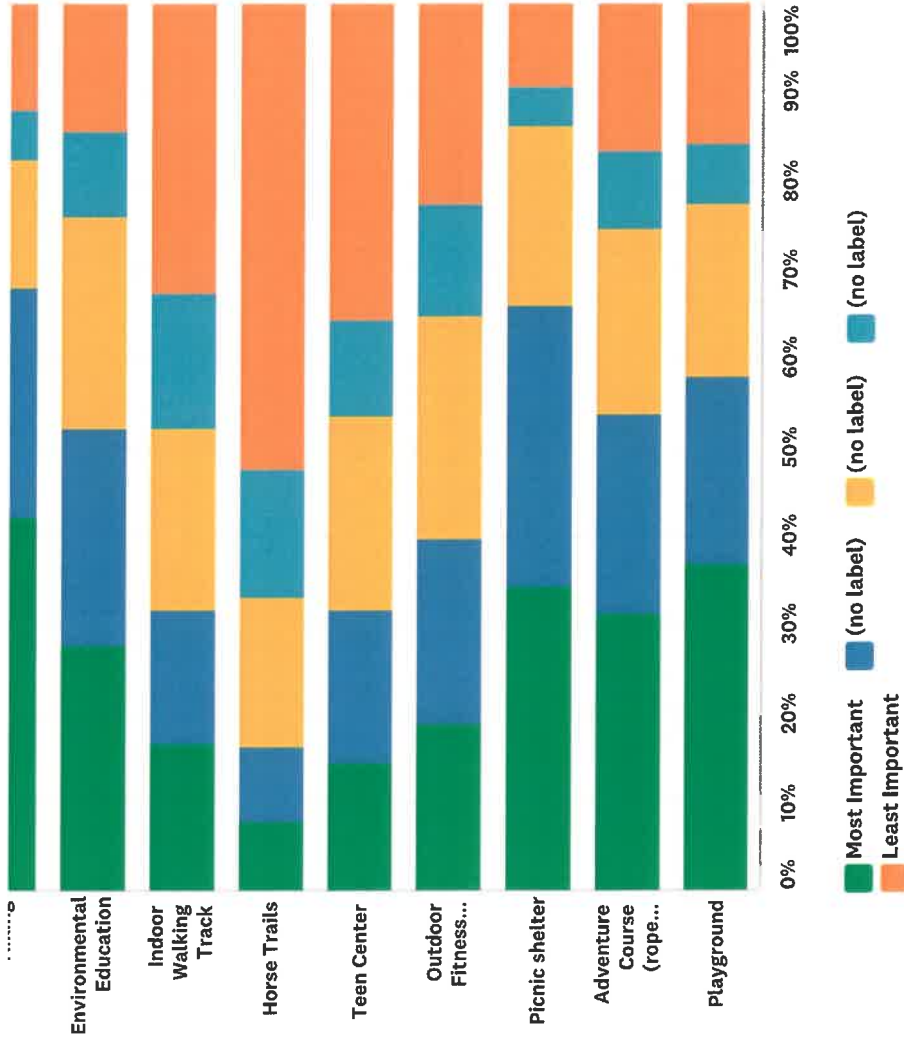
Answered: 844 Skipped: 15



New Bern - Community Park Survey



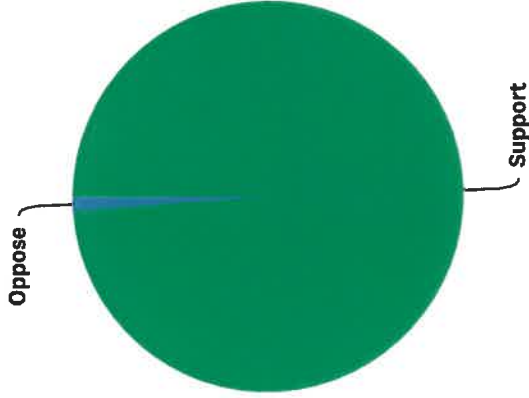
New Bern - Community Park Survey



	MOST IMPORTANT	(NO LABEL)	(NO LABEL)	(NO LABEL)	(NO LABEL)	LEAST IMPORTANT	TOTAL	WEIGHTED AVERAGE
Walking /Running Trails	51.53% 404	22.96% 180	17.22% 135	2.55% 20	5.74% 45	784	1.88	
Soccer	4.55% 30	8.94% 59	19.55% 129	13.64% 90	53.33% 352	660	4.02	
Skate Park	22.19% 138	9.65% 60	11.58% 72	10.77% 67	45.82% 285	622	3.48	
Bicycle Trails	33.56% 251	30.21% 226	19.92% 149	5.88% 44	10.43% 78	748	2.29	

Q13 Do you support or oppose expanding recreational opportunities in New Bern?

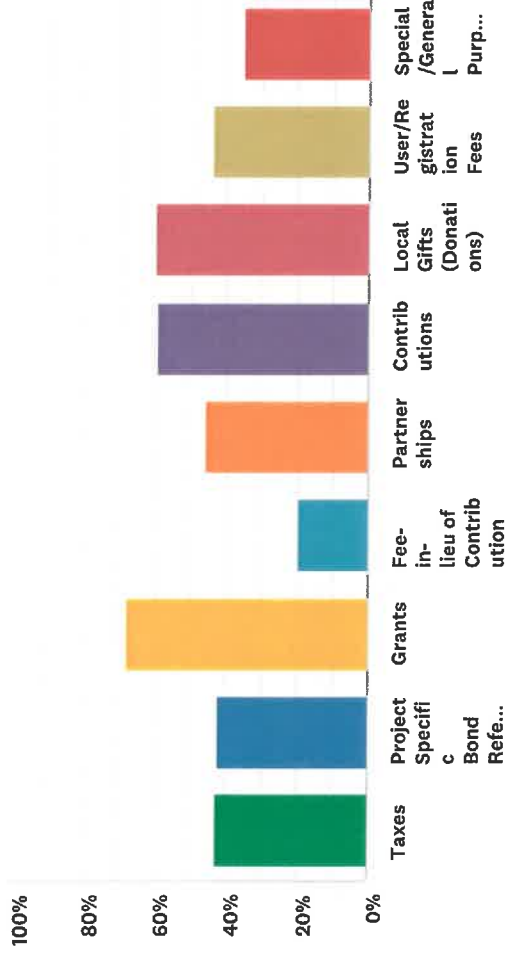
Answered: 840 Skipped: 19



ANSWER CHOICES	RESPONSES
Support	830 98.81%
Oppose	10 1.19%
TOTAL	840

Q14 What, if any, sources of funding are you willing to support in order to develop the proposed Martin Marietta Park? Check all that apply.

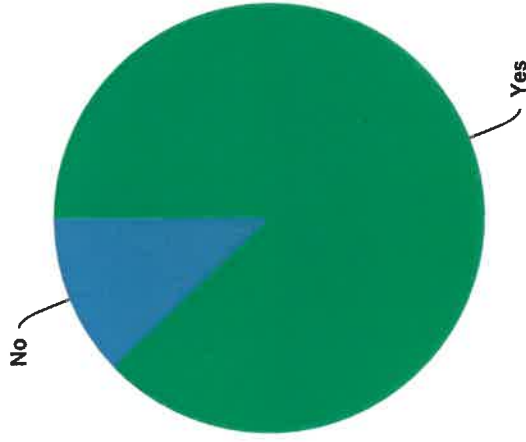
Answered: 812 Skipped: 47



ANSWER CHOICES	RESPONSES
Taxes	348
Project Specific Bond Referendums	344
Grants	554
Fee-in-lieu of Contribution	161
Partnerships	373
Contributions	485
Local Gifts (Donations)	488
User/Registration Fees	359
Special/General Purpose Foundations	287
Total Respondents: 812	

Q15 Would you be willing to pay a nominal fee to attend an event or use a special facility?

Answered: 840 Skipped: 19



ANSWER CHOICES	RESPONSES
Yes	738 87.86%
No	102 12.14%
TOTAL	840